

CONTROLLING OFFICER'S REPLY

HAB192

(Question Serial No. 1466)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (3) Heritage and Museums

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Home Affairs

Question:

It is anticipated that social distancing measures will continue for some time in the future. Regarding the series of online programmes on art, science and history on the LCSD Edutainment Channel launched by the Leisure and Cultural Services Department, what are their estimated expenditure and estimated number of viewers?

Asked by: Hon YUNG Hoi-yan (LegCo internal reference no.: 46)

Reply:

The Leisure and Cultural Services Department (LCSD) rolled out a new service in December 2020 and launched the LCSD Edutainment Channel, a one-stop online platform. By integrating existing online resources as well as updating and producing new content, the platform seeks to provide members of the public access to arts, cultural, sports and recreation programmes and enhance their interest in these disciplines any time from the comfort of their homes amid the pandemic. The LCSD also launched 101 Academy on the online platform to provide a systematic introduction to basic knowledge in culture, arts, science, recreation and sports as well as horticulture to members of the public. The “Vis-à-vis +01” series under 101 Academy brings online interactive experience to the public through museum virtual tours, online sports training, and interactive guided tours of accessible parks.

It is expected that this new online platform will function as an instrument to bring sports and cultural resources to members of the public anytime and anywhere, and promote recreation, sports, culture and arts in a more effective manner. In 2021-22, the estimated expenditure for operating the LCSD Edutainment Channel is about \$24 million. Another \$15 million has been earmarked for interactive sports training programmes on which about 10 000 viewers are expected to enrol.

As at the end of February 2021, nearly 500 videos were uploaded to the LCSD Edutainment Channel with about 1.5 million page views in total. To broaden the reaching out for more viewers, the LCSD has uploaded the videos of 101 Academy to YouTube Channel, and released videos from “Art Appreciation 101” series under 101 Academy on the social media

platforms of its museums. Some of the performance programmes on the Edutainment Channel are broadcast through its website and YouTube. WeWeWebWeb Carnival, for instance, recorded nearly 1 million page views in total.

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